

APPENDIX 4b  
SEF EVALUATION  
21% CIGARETTES

TITLE: Y-79-1 MF W/20.75% RL pp=202 (WHOLE GLEND DENITRATED)

CODED 2607CLU "C" vs Y-79-1 MF W/20.75% RL pp=201  
(BURLEY ONLY DENITRATED) CODED 2607CLV "E"

SUMMARY: THE CONTROL CIGARETTE CODED 2607CLU WAS FOUND TO HAVE A HIGHER MEAN RATING ON THE NINE-POINT ACCEPTABILITY SCALE (P<.02)

REQUESTER: R. G. LHL CHARGE # 1.307 N: 46

TEST METHOD: PAIRED COMPARISON

PURPOSE: TO DETERMINE DIFFERENCES IN SMOKE FLAVOR

PREPARATION: CRACKERS AND WATER

PROCEDURE: USING REDUCED LIGHTING AND ABOVE PREPARATION, JUDGES WERE GIVEN THE SAMPLES IN A BALANCED PRESENTATION. THEN THEY ANSWERED THE QUESTIONS ON THE ATTACHED BALLOT.

RESULTS:

	CONTROL 2607CLU	EXPERIMENTAL 2607CLV	NO DIFFERENCE	PROBABILITY
1. WHICH IS HARSHER (MORE INHALATION IMPACT)?	16	20	10	NS
2. WHICH HAS MORE TOTAL TASTE?	14	16	15	NS
3. WHICH HAS AN OFF-TASTE?	10	15	19	NS
4. WHICH IS MORE SPICY (MORE PEPPERY OR STINGING TO MOUTH AND NASAL AREAS)?	17	19	9	NS
5. WHICH IS SWEETER?	16	10	20	NS
6. WHICH IS MORE BITTER?	14	15	17	NS
7. WHICH IS MORE TOBACCO-LIKE IN FLAVOR?	16	14	15	NS
8. WHICH IS HOTTER?	12	19	15	NS
9. WHICH CIGARETTE DO YOU PREFER?	23	15	8	NS

OVERALL ACCEPTABILITY		
	C	E
M	4.52	3.59
T	2.48	
P	<.02	

SIGNED: Arch Wilh

DATE REC. 3/17/77  
DATE COMPLETED: MARCH 19 1977

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